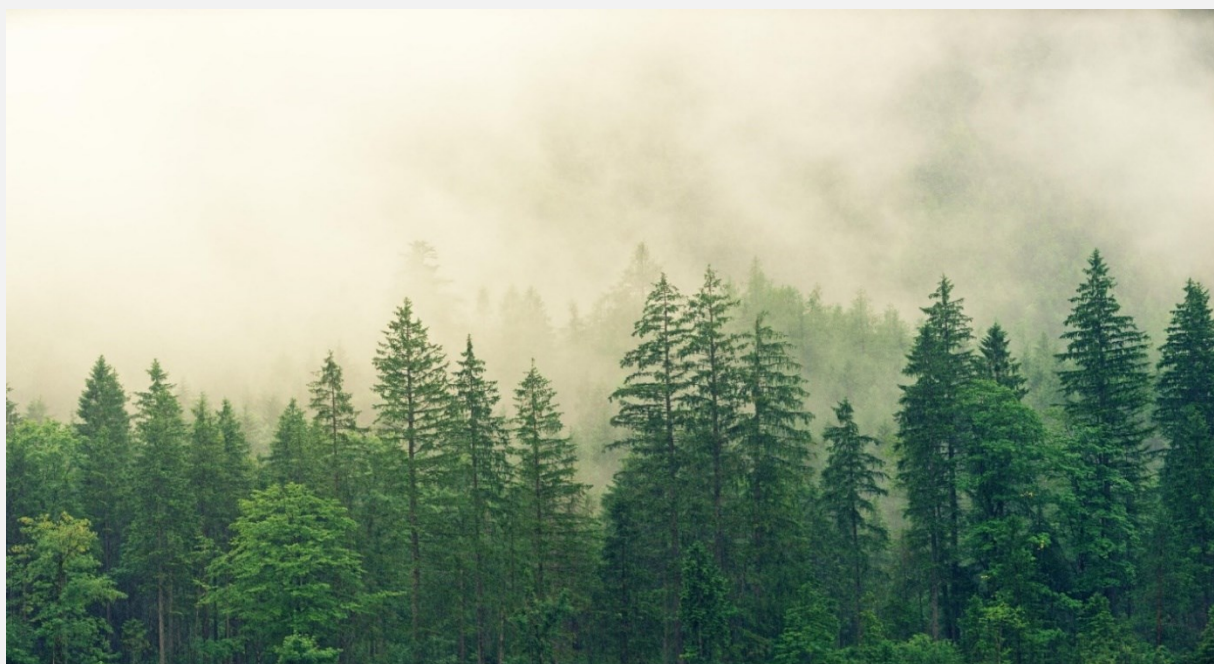


TOURISM FOR SUSTAINABLE FUTURE

PROCEEDINGS OF THE INTERNATIONAL SCIENTIFIC
CONFERENCE

18-19 MAY 2023, BULGARIA



AVANGARD PRIMA
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MULTIPROPERTY: THE USE AND PURCHASE OF SHARED PROPERTY

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Abstract: *This study analyzes the relationship between the use and purchase of shared properties, thus generating a new concept of timeshare. The objective was to analyze the possibility of users of shared properties becoming owners of properties to be shared. The study has a quantitative approach, field research procedure and a closed structured questionnaire technique via survey. About 50 people who use hosting services such as Airbnb participated in this study. The results were presented through the users' experiences when using hosting networks, including during the covid-19 pandemic, and their possibility to invest in this new housing concept. It was noted that most respondents use services based on the collaborative economy to stay and would invest in this type of shared purchase to be able to use a good without necessarily buying it in full. The research deepened the acceptance of this new concept of purchase and correlated the idea of acquisition with innovative investments without losing credibility. It is concluded that the expansion of this new concept of purchase has been growing considerably, making possible the smart and sustainable purchase of a shared property governed by law, as the advantages are greater economically than acquiring a property in the traditional way.*

Keywords: *collaborative economy; timeshare; investment; real estate; innovative consumption.*

INTRODUCTION

Some technological innovations have emerged in recent the decades, with concerns about the environment and unbridled consumption, generating business opportunities and a variety of services. The concept of shared economy, in which to use is better than to own, is an economic model based on sharing, exchanging, or renting goods, based on contemporary

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consumer pillars, optimizing production, spending, and taking advantage of natural resources in a conscious way.

The fact is that the real estate sector has also started to feel the effects of the sharing economy, with the concept of multi-ownership coming to the fore in recent years, consisting of a model of shared purchase of real estate, where a property is acquired for vacation or to generate a source of income (MATIELO, 2019).

Therefore, the general objective of this research is to analyze the possibility of the users of shared properties becoming owners of the properties to be shared. To accomplish this objective, it was sought to understand the frequency with which people usually use hosting applications based on the collaborative economy and the acceptance of this new concept of buying and renting goods.

The specific purposes were to understand the advantages of using shared properties, to identify the main disadvantages of shared hosting services, and to relate the use of collaborative hosting with the possibilities of investing in properties to be used for shared hosting.

This research presents, among its limitations, elements such as sample size and execution period, along with other issues. As well as it also presents opportunities for new investigations, such as the expansion of this sample and the time for data collection, making use of different moments, such as low and high season, different Tourist Destinations, and other factors.

THEORETICAL ASPECTS

The traditional economy has brought with it numerous economic, social, and environmental problems, such as the depletion of raw materials, energy shortages, increased social inequality, marginalization, and other issues (BASSI, 2017). According to Thebaldi (2017), the depletion of resources has led society to seek new ways of generating wealth and distributing income, in addition to searching for solutions to problems that negatively impact it in other ways.

One of these variations is the shared economy, a business model that is configured as an economic and social ecosystem that encourages the search for joint solutions for the best use of available resources in an intelligent and supportive way, prevailing collective interests instead of individual interests (DA SILVEIRA, 2016).

It includes a variety of digital platforms, detaching from ownership behavior and giving space to the concept of sharing (SIQUEIRA, 2020). Kalil (2018) points out that in the sharing network the logic of property ownership is broken, making obsolete the idea of "we are what we own". Consumers are increasingly willing to pay for the experience of accessing goods temporarily than actually buying and owning them.

In this perspective, Uber has been standing out in the transportation area, being a platform developed in 2009 in the city of San Francisco (California), with the initial goal of being a service similar to a luxury cab, offering flashy cars (DE FARIAS, 2017).

In Brazil, it arrived with the purpose of reducing travel costs and serving the population with higher quality, at a time when they were dissatisfied with urban mobility in the country, emphasizing the high cost of public transportation and high fees charged by taxi drivers (BEZERRA, 2019).

Meanwhile, in the means of accommodation modality, the one that stands out is Airbnb, an American company also based in San Francisco, which started its activities in 2008 (SOUZA, 2021). Airbnb not only brought benefits for those looking for a place to stay, but also for those who rented their property, often without utility in certain periods (PERINOTTO, 2020).

Thus, this concept of multi-ownership is gaining strength in the global market, with large brokerages investing in properties and increasingly seeking to show users its advantages (ROCHA, 2019).

According to Viegas (2019), Brazil has just regulated this way of acquiring an asset, aiming to provide greater security for those who acquire and for those who sell a good or asset in this manner, through Law No. 13.777/2018, the designated Multi-Ownership Law. After all, the purchase of shared real estate differs from traditional investment patterns, being a model that allows the property to be bought and shared with other owners.

This option has been growing in space and showing mainly the desire to purchase a property for those looking for a home for vacation or work (SARTORI, 2017). Nogueira (2017) states that the main goal is to buy a property with a much smaller investment than the money needed to become its exclusive owner, since the costs and expenses are shared with other people. In terms of investments, the shared property can be used as an additional source of income, that is, when it is not in use, there is the option to rent it.

The collaborative economy is already a reality and is likely to continue to grow stronger over time, although the new approach is somewhat challenging, it also brings diverse opportunities (FILHO, 2019).

Among its advantages, besides the reduced investment value, are elements such as flexibility and the possibility of getting to know numerous properties. After all, from the moment the shared property is acquired, the user has the possibility of exchanging his or her number of weeks for accommodation in another shared property connected to the same exchange network, for example (NOGUEIRA, 2017).

Another advantage seen through this type of purchase is that expenses such as maintenance and taxes will also be covered through apportionment among all owners, and in many cases will have the support of a company responsible for the management related to the bureaucratic parts of the contract (Júnior, 2020). Facing a challenging economy, the collective model is consolidated. Therefore, for Franco (2019), it makes sense to expect that the collaborative economy will become increasingly stronger.

METHODOLOGY

The study was carried out through a qualitative and exploratory approach, with theoretical and field data collection, making use of a closed structured questionnaire, survey. It aimed to understand the acceptability of the shared real estate investment modality, analyze the advantages and disadvantages of its use, and relate the use of collaborative hosting to economic results through the purchase of shared real estate.

The data collection instrument was a 7-question survey, sent to people who use lodging services such as Airbnb. The questions focused on consumers' choices when opting for sharing economy lodging and on their acceptances and possible projections of investments in this new model of housing and income.

RESULTS AND DISCUSSIONS

As reported, the research was organized from theoretical and in-field data, and 54 people answered the survey. Among these, 56% were women and 44% were men, being more frequent the age group between 26 and 35 years old, resulting in 50% of the interviewees. The survey shows that 46% of the people interviewed see in the collaborative economy the advantage of purchasing a good without necessarily buying it in its entirety. The data was analyzed using the statistical analysis technique.

First, the respondents were asked about how often they use this type of hosting service via the collaborative economy (e.g., Airbnb), with about 30% of respondents saying they use it "half the time" when hosting. Then came "rarely" with approximately 26%, "a few times" with 20%, "often" 15%, and "all the time" with 9% of the responses.

The use of collaborative economy has been presenting satisfactory results when the subject is lodging by apps, such as Airbnb for example. The service is being increasingly chosen by travelers not only for the more affordable price, but mainly for the freedom that this service provides (PERINOTTO, 2020).

The next question was regarding the feeling of safety when using collaborative hosting during the Covid-19 pandemic period. Being that for about 56% of the respondents "it made no difference in my choice", while 18% stated that "rarely" the question influenced their buying decision, 15% "rarely" felt afraid, 7% "often" and 4% "every time". Thus, the second category examines the influence of Covid-19 and people's feelings of fear on their choice of collaborative economy-based lodging.

The following question aimed to identify the possibility of purchasing a property to be offered as shared accommodation. As a result, 42% said they would "definitely buy a property" for this purpose. While 24% said they "would probably buy a property", 15% "might" do so, 11% "probably would not buy a property" and 7% "would never" make this decision.

The fourth category demonstrates the main advantages in the collaborative economy. The answers show that 46% believe in being able to use a good without necessarily buying it completely, 30% think of saving money, 13% consider living an experience through the perspective of those who live in the region of the property, 6% think of contributing to sustainability, and 5% mention reducing excessive consumption.

In the fifth and last category of analysis, an attempt was made to identify the main disadvantage in this type of business, and for 52% of the people it is the fact that "there is no flexibility to use the property the way one desires". While 26% stated that "there is not enough privacy", 13% indicated "damage and depredation of the property over time", 5% pointed out the "need to invest more in decoration" and for 4% it is the "increase in the maintenance costs of the property".

With the growth of the concept of shared purchase, the doubts also emerge, especially in relation to reliability, as it is still considered an innovation in the Brazilian market.

CONCLUSIONS

The collaborative, sharing, or multi-ownership economy is based on the collective rather than individual way of consuming products and services. Thus, the focus is not only on providing services and their use by one person at a time, but on shared use by a group of people or a community.

Therefore, the purpose of this new sharing concept is to bring people with similar interests together, so that companies that meet these traditional needs may then begin to innovate, provide differentiated services, and attract the interest of people who search for investment and profit.

In the study, it was concluded that in recent years multi-ownership has gained strength and representation, not only by the needs of a young and specific market, but also by the evolution of technology itself, internet, mobile applications, social networks, and speed of communication.

The analysis aimed to understand the acceptance of this new investment model through joint purchases, showing that through sharing a more active community is created, aiming at freedom of purchase and investment, making it easier to acquire a good, and collaborating with the reduction of expenses and waste.

According to the research of the mentioned authors and the results of the data survey, the changes in behavior together with the new concept of shared purchase have made possible achievable opportunities to acquire a property with lower costs in relation to the traditional purchase, an investment that was previously a distant reality for many people.

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